783,741 total is lowest for April since 1975

New-car registrations plummet

Continued from Page 3

3.11 points to 17.86 percent. Chrysler was off 1.87 points to 7.14 percent.

Excluding imports, domestic-only registrations in April were divided this way: GM, 62.64 percent; Ford Motor Co., 24.87 percent; Chrysler Corp., 9.95 percent; AMC, 2.48 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.09 percent, Ford Motor Co., 25.07 percent; Chrysler Corp., 10.21 percent; AMC, 2.58 percent, and miscellaneous, 0.05 percent.

By size segments, compacts and imports increased their shares of the April total, while subcompacts actually declined slightly. Larger declines were posted by the standard luxury and intermediate segments.

Imports took the biggest chunk of the market—28.16 percent—and also registered the biggest gain in market share, 5.99 percentage points. Compacts were up 2.50 points to 22.27 percent and now constitute the second largest market segment.

Subcompacts were off 0.16 points to 13.04 percent of the total, while standards suffered the largest decline, off 4.93 points to 11.03 percent. Luxury cars were down 1.68 points to 4.20 percent and intermediates were off 0.63 of a point to 21.30 percent.

Registrations by size class in April were: Subcompact, 102,202; compact, 174,584; intermediate, 166,939; standard, 86,415; luxury, 32,897, and import, 220,704.

The top 20 domestic nameplates in registrations in April were:

1	Chevrolet Chevette	35,925
2	Chevrolet Citation	33,727
3	Ford Fairmont	30,720
4	Chevrolet Malibu	23,808
5	Ford Mustang	23,741
6	Olds Cutlass Supreme	22,175
7	Standard Chevrolet	20,424
8	Olds Cutlass	18,779
9	Standard Oldsmobile	18,440
10	Buick Regal	15,627
11	Standard Ford	15,556
12	Buick Skylark	14,661
13	Chevrolet Monte Carlo	13,631
14	Ford Thunderbird	13,545
15	Ford Pinto	12,943
16	Chevrolet Monza	12,486
17	Buick Century	12,208
18	Standard Buick	12,133
19	Pontiac Sunbird	11,357
20	Plymouth Horizon	11,014

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

APRIL '80 VS. APRIL '79

	1980 APRIL	1980 YEAR	1979 APRIL	1979 YEAR
AMX Spirit/AMX	4,999	19,536	4,859	14,011
Concord	5,087	18,044	7,048	20,298
Concord Station Wagon	1,226	5,260	1,584	5,174
Eagle 4 WD	864	4,723		
Eagle Station Wagon	1,560	6,631		
Pacer	71	395	351	1,133
Pacer Station Wagon	187	893	637	2,185
Matador			33	241
Matador Station Wagon			17	109
Total American Motors Corp.	13,994	55,482	14,529	43,151
Chrysler LeBaron	6,023	20,139	6,561	27,048
LeBaron Station Wagon	890	2,976	1,141	4,809
Cordoba	4,159	16,142	3,748	18,739
Newport	1,050	4,663	5,384	16,934
New Yorker	1,504	7,141	2,731	10,676
Total	13,626	51,061	19,565	78,213
Plymouth Horizon	11,014	47,012	15,620	60,623
Voyager			780	3,262
Volare	6,282	23,363	11,474	39,392
Volare Station Wagon	1,203	5,538	3,722	12,817
Fury			355	2,191
Fury Station Wagon			10	93
Gran Fury	1,524	3,597		
Total	20,023	79,510	31,961	118,378
Dodge Omni	9,179	38,456	13,044	50,203
Aspen	4,435	17,377	7,585	25,946
Aspen Station Wagon	955	4,074	2,785	9,854
Sportsman			2,631	10,399
Monaco			439	2,161
Monaco Station Wagon			13	82
Diplomat	2,891	9,282	3,000	13,098
Diplomat Station Wagon	480	1,629	539	2,232
Magnum XE/Mirada	2,868	9,504	1,770	8,351
St. Regis	1,559	5,125	2,760	7,580
Total	22,367	85,447	34,566	129,906
Total Chrysler Corp.	56,016	216,018	86,092	326,500
Ford Pinto	10,120	39,210	14,499	48,532
Pinto Station Wagon	2,823	11,357	5,750	19,430
Fairmont	21,998	83,371	23,218	80,147
Fairmont Station Wagon	8,722	26,810	8,023	28,332
Granada	6,140	25,439	13,497	51,326
Club Wagon			4,220	14,750
LTD II	345	1,892	2,687	15,475
LTD	10,238	34,204	17,661	76,917
LTD Crown Victoria	2,532	7,508		
Ford Station Wagon	2,786	9,965	4,241	19,000
Mustang	23,741	83,168	29,830	97,803
Thunderbird	13,545	60,507	17,069	69,046
Total	102,990	383,431	140,695	520,758
Lincoln Continental	2,786	11,291	6,243	26,125
Continental Mark	3,071	14,196	4,514	19,647
Versailles	568	2,190	1,211	5,129
Total	6,425	27,677	11,968	50,901
Mercury Bobcat	2,393	9,125	3,503	12,553
Bobcat Station Wagon	477	1,999	980	3,426
Zephyr	6,549	25,729	7,483	26,930
Zephyr Station Wagon	1,988	6,235	1,879	6,556
Monarch	2,222	9,841	5,599	20,176
Marquis	1,227	4,766	2,467	9,388
Marquis Brougham	1,081	4,422	2,077	8,359
Grand Marquis	1,980	7,110	2,399	10,753
Marquis Station Wagon	896	3,048	1,178	5,051
Cougar/XR7	5,305	26,020	10,892	44,473
Capri	6,474	23,089	9,326	30,176
Total	30,592	121,384	47,783	177,841
Lincoln-Mercury Division	37,017	149,061	59,751	228,742
Total Ford Motor Co.	140,007	532,492	200,446	749,500
Buick Skyhawk	733	3,416	1,724	5,648
Skylark	14,661	54,745	5,409	17,895
Century	10,805	37,664	2,031	8,458
Regal	15,627	59,503	22,553	80,558
Century Station Wagon	1,403	5,465	2,510	8,792
LeSabre	2,566	8,939	2,717	9,890
LeSabre Limited	4,192	18,867	7,829	30,595
Electra 225	4,529	20,063	7,307	30,541
Buick Station Wagon	846	3,860	1,648	5,907
Riviera	3,262	13,550	5,125	18,320
Total	58,624	226,072	58,853	216,604
Cadillac deVille	7,592	36,168	14,964	59,059
Fleetwood & Chassis	2,151	10,474	3,274	13,217
Eldorado	4,145	16,653	6,129	21,669
Seville	3,172	13,966	3,960	16,225
Total	17,060	77,261	28,327	110,170
Chevrolet Chevette	35,925	138,205	34,295	110,785
Camaro	10,763	41,784	20,133	77,404
Monza	12,448	46,502	12,691	44,382
Monza Station Wagon	38	292	1,867	7,315
Citation	33,727	126,788	16,256	50,309
Sportvan			2,774	10,574
Malibu	18,307	64,851	22,551	81,856
Malibu Station Wagon	5,501	21,285	9,196	32,302
Monte Carlo	13,631	55,209	23,894	86,545
Impala	6,912	34,264	14,839	55,153
Caprice	8,941	50,442	16,535	67,130
Chevrolet Station Wagon	4,571	24,603	8,100	32,971
Corvette	3,157	11,760	3,637	13,187
Total	153,921	615,985	186,768	669,913
Oldsmobile Starfire	696	3,792	1,847	6,490
Omega	7,587	26,374	2,206	8,319
Cutlass Salon	15,876	55,413	3,908	15,682
Cutlass Supreme/Calais	22,175	81,710	35,663	126,695
Cutlass Station Wagon	2,903	10,220	3,899	14,351
Delta 88	1,766	6,856	3,189	11,707
Delta 88 Royale	9,593	37,244	15,771	56,236
98	5,389	22,419	7,869	32,219
Oldsmobile Station Wagon	1,692	7,257	3,029	9,922
Toronado	2,993	12,550	4,594	16,768
Total	70,670	263,835	81,975	298,389
Pontiac Sunbird	11,350	39,901	8,543	28,584
Sunbird Station Wagon	7	46	308	1,370
Phoenix	8,239	30,684	4,150	13,995
LeMans	4,560	19,018	7,193	27,662
LeMans Station Wagon	2,027	8,761	3,497	11,522
Catalina	1,050	5,082	2,300	8,943
Bonneville	3,933	16,252	7,286	27,005
Bonneville Brougham	2,719	12,706	3,241	12,857
Pontiac Station Wagon	981	4,926	2,146	8,269
Grand Prix	9,256	38,197	15,289	58,458
Firebird	8,265	31,451	15,158	57,113
Total	52,387	207,024	69,111	255,778
Total General Motors	352,662	1,390,177	425,034	1,550,854
(Checker)	324	1,012	334	1,214
Miscellaneous Domestic Total	358	1,142	372	1,331
Domestic Station Wagon Total	44,162	173,130	79,104	290,856
Domestic Grand Total	563,037	2,195,311	726,473	2,671,336
Import Total	220,704	834,103	229,334	713,766
Grand Total All Registrations	783,741	3,029,414	955,807	3,385,102

Registrations not available for Oklahoma.

Domestic deliveries 27 pct. below last year

Mid-June sales lowest since 1961

By Jenny L. King
Staff Writer

Domestic new-car sales in the middle 10 days of June fell to the lowest level for that period since 1961.

June 11-20 sales totaled 187,379, down 27.50 percent from 258,468 in the similar period last year. The most recent showing was a lot closer to the 131,848 total of 1958 — lowest mid-June total since AUTOMOTIVE NEWS began tabulating 10-day reports —than to the record 311,044 of 1973.

With nine selling days both this year and last, the June 11-20 daily selling rate was 20,820, compared with 28,719 a year ago. The daily selling rate through June 20 was 22,031, based on 146 selling days this year.

Of the five major U. S. auto makers, only Volkswagen of America showed a sales gain in mid-June, up 2.76 percent to 5,320 from 5,177. The declines ranged from American Motors' estimated 18.87 percent to Chrysler's 41.05 percent.

AMC's estimated mid-June sales were 4,300, down from 5,300 last year. Chrysler dropped to 16,489 from 27,971. Ford sales declined 30.95 percent to 44,256 from 64,092, and General Motors slipped 24.96 percent to 117,014 from 155,928.

General Motors increased its share of the market to 62.45 percent from 60.33 percent last year. VWoA climbed to 2.84 percent from 2.00 percent and AMC edged up to an estimated 2.29 percent from 2.05 percent a year earlier.

Ford sales accounted for 23.62 percent of the market, down a percentage point from 24.80 percent in 1979. Chrysler fell back to 8.80 percent from 10.82 percent.

• Buick joined Volkswagen in the winner's circle: They were the only two makes to post sales gains for the period. Buick was up 5.64 percent to 19,144 from 18,122, with its Skylark, Century and Electra nameplates surpassing year-ago sales.

Chrysler sales dropped 40.06 percent from last year, Plymouth was down 42.96 percent and Dodge fell 39.99 percent.

Mercury sales were only one-half their 1979 level, down 45.00 percent to 7,914 from 14,388. Ford sales skidded 27.11 percent and Lincoln sales fell 22.05 percent.

Chevrolet was GM's biggest loser, its sales off 36.79 percent from 1979. Cadillac sales dropped 30.54 percent, Pontiac was down 23.58 percent and Oldsmobile declined 18.93 percent.

The five top-selling nameplates for mid-June included a newcomer, Oldsmobile Cutlass, which captured fourth place with sales of 8,643. Cutlass Supreme was first, at 10,612, followed by Chevrolet Citation at 9,549, Chevrolet Chevette at 8,732, Oldsmobile Cutlass and Ford Fairmont at 8,568.

Year-to-date sales totaled 3,216,485, down 23.11 percent from the 4,183,278 posted through June 20, 1979.

DOMESTIC SALES

	June 11-20, 1980	June 11-20, 1979
AMERICAN MOTORS	4,300†	5,300†
Chrysler	3,848	6,421
Plymouth	5,581	9,785
Dodge	7,060	11,765
CHRYSLER CORP.	16,489	27,971
Ford	34,617	47,491
Mercury	7,914	14,388
Lincoln	1,725	2,213
FORD MOTOR	44,256	64,092
Buick	19,144	18,122
Cadillac	5,185	7,465
Chevrolet	42,145	66,678
Oldsmobile	32,884	40,560
Pontiac	17,656	23,103
GENERAL MOTORS	117,014	155,928
VOLKSWAGEN	5,320	5,177
INDUSTRY TOTAL	187,379	258,468

†—Estimate

TOP CARS

U. S. new-car registrations for the first four months of 1980. Registrations not available for Oklahoma, delayed for Hawaii.

1980 Pos.		Make		1979 Pos.
1—	615,985	Chevrolet	669,913—	1
2—	383,431	Ford	520,758—	2
3—	263,835	Oldsmobile	298,389—	3
4—	226,072	Buick	216,604—	5
5—	207,024	Pontiac	255,778—	4
6—	196,176	Toyota	129,687—	8
7—	176,009	Datsun	124,164—	9
8—	121,384	Mercury	177,841—	6
9—	112,305	Honda	111,660—	11
10—	85,447	Dodge	129,906—	7
11—	79,510	Plymouth	118,378—	10
12—	79,017	VW	102,264—	13
13—	77,261	Cadillac	110,170—	12
14—	55,482	AMC	43,151—	16
15—	51,061	Chrysler	78,216—	14
16—	49,156	Mazda	39,170—	17
17—	37,080	Subaru	30,429—	18
18—	27,677	Lincoln	50,901—	15
19—	25,527	Fiesta	22,854—	19
20—	23,818	Arrow	.....	
21—	22,989	Colt	17,425—	21
22—	17,099	Mercedes	.....	
	.....	Fiat	17,833—	20
	.....	Volvo	16,691—	22
	94,927	Other Imports	101,589	
	1,142	Misc. Dom.	1,331	
	3,029,414	Total All Makes	3,385,102	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Where auto market was in May

	Total Sales	Pct. of Total
SUBCOMPACT	96,728	13.91
COMPACT	154,919	22.27
INTERMEDIATE	138,586	19.92
STANDARD	77,481	11.14
LUXURY	30,711	4.41
IMPORT	197,181	28.35
TOTAL	695,606	100.00

Used car sales

Auction averages

June	$3,349
Month ago	$3,183
Year ago	$3,120

Model breakdown

Auction averages

	June	May	April
1980	$5,821	$6,050	$6,322
1979	4,650	4,610	4,940
1978	3,501	3,498	3,441
1977	2,981	2,578	2,642
1976	2,328	2,177	2,062
1975	1,772	1,662	1,737
1974	1,343	1,203	1,234
1973	1,084	1,007	1,037
Overall Average	$3,349	$3,183	$3,102

BEST AVAILABLE COPY

U. S. makers plan 414,322 cars

July schedule is lowest since 1972

By Michele Raquepau
Staff Writer

With plant closings beginning in July for changeover to 1981 models, U. S. auto makers scheduled production of 414,322 units for the month. This is a 29.52 percent drop from the 587,874 assembled in July of 1979.

The July forecast figure is the lowest production for the month since the 389,040 built in July of 1972.

Every domestic auto maker has planned production below July, 1979, output, except for Volkswagen of America. VWoA has scheduled 19,250 Rabbits for the month, an increase of 71.31 percent over the 11,237 built in July of 1979.

General Motors plans to assemble 312,000 cars in July, a drop of 17.59 percent from the 378,615 for the month last year.

Ford Motor Co. intends to build 44,000 autos next month, a 65.92 percent decline from the 129,091 of July, 1979.

Chrysler Corp. plans to build 35,000 cars, a 41.93 percent slide from the 60,273 produced in July of 1979.

American Motors' Kenosha plant, which is scheduled to work only nine days in July, will build 4,000 units, a decline of 51.55 percent from the 8,256 of July last year.

And Checker Motors, which closes July 3 and reopens Aug. 1 will assemble 72 units, a drop of 82.09 percent from the 402 of July, 1979.

• Production last week of 124,498 rose a slight 0.37 percent over the previous week's 124,044, but dropped 33.53 percent from the 187,308 of the comparable 1979 week.

Year-to-date output of 3,407,346 is a decline of 30.23 percent from the 4,883,880 built by this date in 1979.

AMC built 3,726 cars last week and is scheduled to work regular hours this week. When AMC's Kenosha plant, which will be down most of July, reopens July 21, production will begin at 455 units per day, or one half normal production.

All Chrysler auto assembly plants are working regular schedules this week. Chrysler's Newark and Jefferson plants are down for changeover to K-cars and its Lynch Rd. point is scheduled to close July 9. Chrysler assembled 7,760 cars last week.

GM produced 83,205 units last week. All GM auto assembly plants are scheduled to work regular hours this week, and Oklahoma City, Tarrytown and Willow Run will work six days this week.

Ford Motor Co. built 25,351 autos last week. Ford's Louisville and Lorain assembly plants will be down this week for the second of two weeks.

VWoA assembled 4,375 Rabbits last week, and Checker's output was 81 units.

Canada slates 53,883 cars for July, 3 pct. below 1979

Auto makers in Canada have scheduled July production of 53,883 units, a drop of 3.73 percent from the 55,968 cars assembled in July of 1979.

Chrysler Corp. which was closed for the entire month of July last year, plans to assemble 6,240 cars this July. Chrysler's Windsor plant will be down two weeks beginning July 14 for vacation. When the plant resumes operations July 28, it will be at its present rate of 480 units per day on a single shift.

Volvo also scheduled a production increase for July. Volvo has slated 990 units, an increase of 44.95 percent over the 683 built in the month last year.

Ford Motor Co. has planned 13,300 autos for the month, a 1.51 percent rise over the 13,102 cars built in the same month last year.

Ford's St. Thomas plant will close the week beginning July 7 for inventory, and will remain down the following two weeks for vacation. Its Oakville plant will also be down for three weeks beginning July 7 for vacation.

General Motors intends to assemble 33,353 cars this July, a decline of 20.93 percent from the 42,183 of July, 1979.

• Planned truck production for July of 20,224 is a 38.83 percent decline from the 33,064 of July, 1979.

All Chrysler truck operations were closed last July. Chrysler plans 1,280 units this July, though its Windsor plant will be down until July 28, when it will resume operations at its present rate of 320 units a day on two shifts.

International intends to build 1,800 units in July, an increase of 171.90 percent over the 662 assembled in July, 1979.

Ford's Oakville plant, which will be down for three weeks next month, will build 11,700 units. Compared with the 12,461 trucks built by Ford last year, scheduled production for July is a decline of 6.11 percent.

GM plans to build 5,334 trucks in July, a 71.27 percent drop from the 18,569 assembled in July, 1979. GM's Oshawa plant built out for the 1980 model year last Friday. Oshawa will be closed for six weeks leaving the Scarborough van plant the only GM truck point working.

American Motors' Jeep plant in Brampton has built out for the 1980 model year. Last July, AMC assembled 1,109 Jeeps.

Mack intends to assemble 110 units next month, a decline of 58.17 percent from the 263 of July, 1979.

• Last week, 20,390 cars were assembled in Canada, a 5.06 percent decline from the 21,477 of the previous week, but a 5.24 percent increase over the 19,375 assembled in the comparable 1979 week.

Year-to-date production of 455,400 is a 20.81 percent drop from the 575,106 built by this date in 1979.

Truck output last week of 10,446 dropped 17.47 percent from the 12,658 of the previous week and 12.56 percent from the 11,946 of the comparable 1979 week.

Year-to-date truck production of 283,006 is a 28.25 percent decline from the 394,437 assembled by this time in 1979.

Truck production for July slated at 13-year low

U. S. truck makers have scheduled 103,250 units for July, a decline of 50.67 percent from the 209,295 of July, 1979, and the lowest figure for the month since the 97,543 of 1967.

Chrysler Corp. has planned a production increase with 12,000 units, scheduled a 37.24 percent rise over the 8,744 built in July, 1979.

International, which was closed much of the year because of a strike, has scheduled 10,000 units, an increase of 168.31 percent over the 3,727 of the month last year.

General Motors has plans to build 50,000 trucks in July, a decline of 56.17 percent from the 114,087 built in July of 1979.

Ford Motor Co. intends to produce 23,000 trucks this July, a 69.05 percent decline from the 74,311 last year. Mack has scheduled 1,640, a 27.82 percent drop from 2,272 last July.

American Motors' Jeep plant, which closed last Friday for changeover to 1981 production, will be down for the entire month of July. Last year, Jeep produced 1,777 units in July.

AM General Corp. has scheduled 1,000 units, a drop of 18.83 percent from the 1,232 of last year. And the miscellaneous truck group has planned 2,860 units, a 9.06 percent slide from the 3,145 of July, 1979.

Truck output last week of 26,001 fell 8.21 percent from the 28,327 of the previous week, and dropped 63.70 percent from the 71,637 built in the comparable 1979 week.

Year-to-date truck production of 825,437 is a 58.02 percent decline from the 1,966,106 built by this date in 1979.

All Chrysler and GM truck assembly plants are scheduled to work this week.

This week, Ford's Kansas City, Louisville and Wayne truck plants will be down for the second of two weeks, as will Econoline van and Club Wagon production at Lorain.

U. S. CAR PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
AMERICAN MOTORS	3,726*	4,650*	.....	10,430	81,915*	87,883*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	7,760	24,200	7,342	37,287	517,578	325,580
Plymouth Total	4,020	9,518	3,878	17,148	206,315	149,174
Horizon	3,370	3,092	3,102	13,057	86,221	82,023
Volare	.....	6,028	.....	1,341	115,027	50,706
'80 Gran Fury	650	.....	776	2,151	.....	12,706
Caravelle	.....	398	.....	599	5,067	3,739
Chrysler Total	480	5,473	277	5,114	111,207	42,983
Chrysler	480	2,586	277	1,347	47,571	10,440
LeBaron	.....	2,887	.....	3,767	63,636	32,543
Dodge Total	3,260	9,209	3,187	15,025	200,056	133,423
Omni	2,750	2,988	2,614	10,961	77,325	71,642
St. Regis	510	586	573	1,389	17,201	9,887
Diplomat	.....	1,296	.....	1,892	29,246	15,566
Aspen	.....	4,339	.....	783	76,284	36,328
FORD MOTOR	25,351	34,029	28,622	103,906	1,222,332	684,252
Ford Division	18,554	25,586	23,004	81,567	786,402	506,197
Pinto	3,514	4,453	3,569	14,542	98,556	59,343
Mustang II/Mustang	4,211	8,588	4,994	18,672	201,830	135,059
Fairmont	2,750	5,405	5,922	18,135	101,429	141,111
Granada	4,063	1,165	.....	11,690	85,273	46,871
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	2,000	5,489	4,808	10,808	171,044	74,843
Ford	2,016	486	3,711	7,720	105,524	48,970
L-M Division	6,797	8,443	5,618	22,339	435,930	178,055
Mercury Total	5,476	8,443	5,618	21,018	339,437	160,843
Bobcat	486	1,126	403	1,489	26,293	10,747
Capri	1,297	2,637	1,617	5,652	60,032	39,189
Zephyr	1,090	1,416	1,801	5,998	35,988	45,203
Monarch	1,323	104	.....	3,522	41,457	15,454
Cougar/XR7	.....	.....	1,797	1,797	104,958	23,752
Mercury	1,280	3,160	.....	2,560	70,709	26,498
Lincoln Total	1,321	.....	.....	1,321	96,493	17,212
Lincoln	650	.....	.....	650	48,191	6,530
Versailles	.....	.....	.....	.....	8,834	1,861
Mark VI	671	.....	.....	671	39,468	8,821
GENERAL MOTORS	83,205	120,082	84,012	333,420	2,978,356	2,204,015
Buick Division	17,464	18,421	13,809	63,707	444,585	435,727
Skyhawk	.....	582	.....	.....	12,936	.....
Skylark/'79-'80	5,124	3,054	4,305	19,261	39,450	118,861
Century	3,685	1,147	3,810	14,562	29,345	96,076
Regal	4,475	6,587	4,505	18,073	155,413	115,193
Buick	3,435	5,708	1,189	8,750	170,115	80,536
Riviera	745	1,343	.....	3,061	37,326	25,061
Cadillac Division	4,076	7,889	2,120	13,865	227,525	109,535
Seville	725	935	.....	1,555	28,873	18,631
Cadillac	2,141	5,307	2,120	8,517	150,991	62,597
Eldorado	1,210	1,647	.....	3,793	47,661	28,307
Chevrolet Division	37,202	52,378	36,760	145,428	1,257,644	926,956
Chevette	9,815	10,052	9,741	38,643	207,854	234,533
Monza	3,625	3,378	3,735	14,867	80,847	88,220
Camaro	2,556	5,990	2,560	10,083	157,465	68,504
Nova/Citation	10,041	7,929	9,572	38,973	118,817	245,064
Malibu	6,778	8,578	6,807	25,186	223,693	143,395
Monte Carlo	1,187	4,199	1,168	4,932	139,057	56,376
Chevrolet	2,400	11,254	2,371	9,549	305,120	68,136
Corvette	800	998	806	3,195	24,791	22,728
Oldsmobile Division	11,677	23,798	18,789	61,651	617,116	424,077
Starfire	.....	497	.....	.....	11,025	.....
Omega/'79-'80	2,672	1,474	2,409	9,111	18,700	62,726
Cutlass	6,430	11,779	10,842	34,833	306,179	211,681
Oldsmobile	1,575	8,868	5,538	15,217	245,344	128,196
Toronado	1,000	1,180	.....	2,490	35,868	21,474
Pontiac Division	12,786	17,596	12,534	48,769	431,486	307,720
Acadian†	200	454	231	1,162	11,053	12,824
Sunbird	2,775	2,230	2,746	11,433	52,774	77,246
Phoenix/'79-'80	3,116	1,920	2,993	12,054	34,000	71,580
Firebird	1,545	4,343	1,529	6,187	118,034	45,063
LeMans	1,720	2,127	1,996	8,258	54,701	33,342
Grand Prix	2,240	2,649	2,039	7,485	57,799	32,847
Pontiac	1,190	3,873	1,000	2,190	103,125	34,818
VOLKSWAGEN	4,375	4,232	3,991	17,667	81,312	103,965
CHECKER	81*	115	77	244	2,387	1,651
Total Cars, N. S.	124,498	187,308	124,044	502,954	4,883,880	3,407,346

CANADIAN CAR PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHRYSLER CORP.	2,400	.....	2,379	9,224	73,501	36,973
FORD MOTOR	6,517	5,836	6,932	26,313	174,919	138,500
GENERAL MOTORS	11,248	13,359	11,941	42,903	322,118	274,472
VOLVO	225	180	225	652	4,568	5,455
Total Cars, Canada	20,390	19,375	21,477	79,092	575,106	455,400
N. American Cars	144,888	206,683	145,521	582,046	5,458,986	3,862,746
N. American Trucks	36,447	83,583	40,985	136,105	2,360,543	1,108,443
North American Cars and Trucks	181,335	290,266	186,506	718,151	7,819,529	4,971,189

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHEVROLET	8,087	20,496	5,690	23,714	610,126	255,131
DODGE/PLYMOUTH	3,040	8,234	4,530	15,638	245,786	80,529
FORD	6,063	27,511	11,903	21,108	703,475	287,444
GMC	4,227	7,662	1,853	9,281	190,442	84,643
INTERNATIONAL	2,485	2,256*	2,452	9,860	76,884	23,816
MACK	450	856	316	1,719	19,473	13,335
JEEP	.....	3,300*	230*	4,158*	84,846	39,991*
AM CORP.	143*	472*	143*	713*	12,954*	4,567*
VOLKSWAGEN	625	.....	560	2,496	.....	14,670
MISCELLANEOUS	881*	850	650	2,831*	22,120	21,311*
Total Trucks, U. S.	26,001	71,637	28,327	91,518	1,966,106	825,437

CANADIAN TRUCK PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHRYSLER CORP.	.....	.....	1,659	4,866	40,108	22,198
FORD MOTOR	4,292	3,719	4,213	16,212	146,840	100,337
GENERAL MOTORS	5,639	6,465	6,286	21,548	161,251	139,434
AMERICAN MOTORS	.....	1,209	.....	.....	32,911	11,644
INTERNATIONAL	475	463	470	1,818	11,347	8,131
MACK	40	90	30	143	1,980	1,262
Total Trucks, Canada	10,446	11,946	12,658	44,587	394,437	283,006
N. American Trucks	36,447	83,583	40,985	136,105	2,360,543	1,108,443

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Detroit, July 7, 1980

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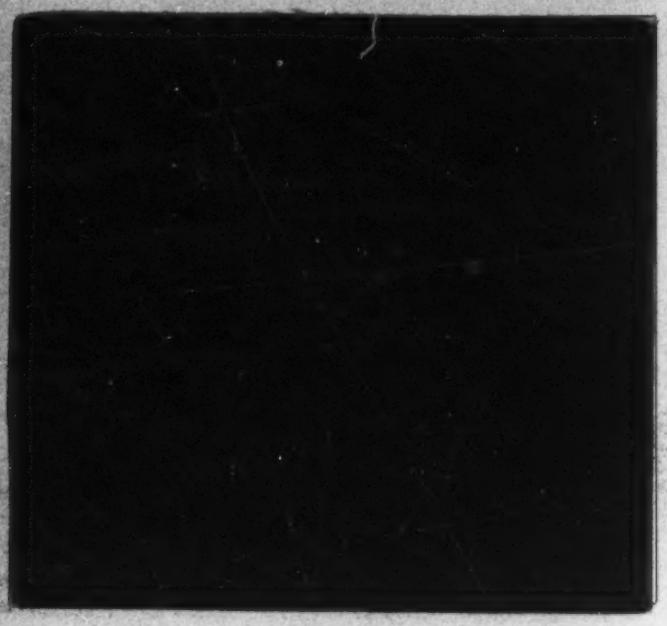

May service business fails to sustain rally

By Francis J. Gawronski
Service Editor

In February and March, new-car dealers' service and parts business, according to the Automotive News Service Index, had shown a steady decline from the volume recorded in the comparable months a year earlier.

When the April, 1980, Service Index bounced back to show an improvement amounting to 101.8 percent of the business done in April, 1979, most everyone connected with the service and parts business crossed their fingers and hoped it was the start of an upturn in dealer shop business.

The rally and hopes, however, were short lived. Dealers' service and parts business in May, 1980, according to the Service Index, declined to 91.5 percent of the volume reported by dealers for the same month a year ago.

Dealers attribute the downturn in parts and service business to the nation's poor economy. They also predict a "roller coaster" type of shop volume for the next few months.

The number of repair orders written during May seems to support the dealers' reasoning about the economy. Repair orders were down 12.6 percent from a year ago to register the biggest decline among the five categories in the Service Index.

It also is the dealers' contention that motorists are not driv-

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SERVICE INDEX 91.5*

	May, '80 vs. May, '79	5 mos., '80 vs. 5 mos., '79
Gross Profit on All Labor and P&A Sales	— 3.4%	— 0.6%
Repair Orders Written	—12.6%	—13.2%
Total Labor Sales (Customer & Warranty)	— 6.4%	+ 0.1%
Shop Parts Sales (Customer & Warranty)	— 4.8%	— 2.7%
Sales of All P&A	—10.7%	— 4.3%

*—Survey by Automotive News shows that dealers' service and parts business in May, 1980, was 91.5 percent of business in May, 1979. Service business in the five months of 1980 was 94.0 percent of business in the corresponding period in 1979.

Can U.S. help industry? Quick fix seems unlikely

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Is President Carter going to be able to rush federal cavalry to the aid of the beseiged auto industry?

He has taken some steps indicating that is what he has in mind, but it remains to be seen whether anything concrete will develop. Mr. Carter has an extensive list of options for action.

Grandiose plans by Congress to "re-industrialize" the country—replacing obsolete plants, increasing productivity and expanding exports—obviously cannot be carried out this year, if at all, by legislative or executive fiat.

A quick fix in the form of a massive tax cut has been ruled out by the Administration for this year, although an embattled Senate has promised action—thus alienating the House, where such tax measures originate.

Mr. Carter got the ball rolling on May 14, when he met with the chief executives of the American auto makers—General Motors, Ford Motor Co., Chrysler Corp., American Motors and Volkswagen of America — and asked them for their "shopping lists" for federal assistance.

He promised some answers in six weeks and appointed a Task Force headed by Transportation Secretary Neil Goldschmidt.

• Since then, Goldschmidt has been busy spreading good will—along with some conflicting signals.

The Task Force itself has consulted with the Council of Economic Advisors; Treasury Department experts on tax and depreciation; regulators from EPA, DOT and OSHA; trade spokesmen from the Office of the Special Trade Representative; officials from the Small Business Administration; Labor Department experts on regional and community dislocation; Justice Department antitrust advisors, and the White House Office of Management and Budget and the Domestic Council.

The result of all this is a massive "options paper" which leaves the hard decisions to President Carter himself.

All of the sources tapped by the Task Force agree that the auto industry is very sick indeed. And it may remain sick if the upcoming, new small cars are bought only by those who once bought big American cars, and not by those who have been buying imports.

Further, if an upturn does not occur next year and sales stay sluggish, or if the public rejects Detroit's new offerings, then the domestic companies cannot make profits enough to generate capital internally and they will be forced to continue to borrow.

• What if the imports with their high productivity retain a price advantage?

What would be the political consequences and unemployment impact of more production overseas by the domestic companies?

What if any action taken results in making GM bigger and bigger? Will the possible move of the Japanese companies into the U. S. create excess capacity for small cars and thus reduce profit on downsized domestic products?

The two DOT standards the domestics oppose most are the passive-restraint standard and the bumper requirements. The companies have had six years' leadtime and with GM out of the air-bag picture for 1982 models, most cars, if not all, will have automatic belt systems. The standard can be met without air bags and with the much cheaper belt systems.

It is believed that the White House will not volunteer help to the industry on these two DOT standards, but will instead defer to the congressional conference now scheduled for July 21.

The bumper rollback from 5 MPH to 2.5 MPH—supported as it is by Majority Leader Robert

Continued on Page 41, Col. 1

He attacks 'myths' on quality, Chrysler's future

Iacocca lifts the veil on models to follow K-car

By Robert W. Irvin
Editor-at-Large

Chrysler Corp. Chairman Lee A. Iacocca last week showed a group of newsmen full-scale models of new sedans, sporty cars, vans and pickups the firm will start producing in 1982-83.

Iacocca said he was doing this "to explode the myth" that Chrysler, which got a $1.5 billion federal bailout, has no resources to bring out any additional new models after the K-car is introduced this fall.

He also attacked two other "myths"—that most of Chrysler's plants are antiquated like the closed Dodge Main plant in Hamtramck, Mich., and that Japanese cars are superior to American cars because of their fit and finish.

But the main "myth" he set out to explode at the press meeting was that the front-drive compact Dodge Aries and Plymouth Reliant models, known as the K-body by Chrysler, will leave the cupboard bare of new products.

Iacocca and Harold K. Sperlich, executive vice-president in charge of engineering and product development, showed some new products to the newsmen:

1. "Super K" cars which will be the next standard-size models replacing the present larger Dodge and Chrysler models. They are several inches longer than the new K-cars due this fall, but have the same basic body and power train. There will be Dodge and Chrysler models, no Plymouth, said Sperlich.

They showed four-door versions with a third side window which resembled the windows on the General Motors intermediates. Iacocca said their fuel economy would be in the same 25-30-MPG range as the K-car.

2. Dodge and Chrysler sporty cars based on the K-body. The roofline resembles the Porsche 928, with a lot of rear window glass. Sperlich admitted "some of the 928 thinking" went into the car. The cars had no names

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Chrysler countdown

Stories taking a look at the "new" Chrysler Corp. appear on Pages 2, 3, 6, 15, 28 and 30.

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ACO EDITOR
CONGRESSIONAL INFO SERV
7101 WISCONSIN AVE
WASHINGTON DC 20014

Service Index declines in May to 91.5 percent

Continued from Page 1

ing as much as before and are making repairs only when needed. Most motorists, they say, are neglecting regular maintenance on their vehicles.

Sales of all parts and accessories dipped 10.7 percent in May, while total labor sales (both customer-paid and warranty) declined 6.4 percent.

Shop parts sales (those used in customer-paid and warranty repairs) were off 4.8 percent, while gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint — was down 3.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first five months of 1980, dealers' shop volume amounted to 94.7 percent of the volume for the corresponding period of 1979.

As in the monthly Service Index, repair orders showed the biggest decline, 13.2 percent, followed by sales of all parts and accessories, down 4.3 percent.

Shop parts sales were off 2.7 percent, while gross profits were down 0.6 percent.

Labor sales was the only indicator to keep its head above water, posting a slim 0.1 percent increase for the period.